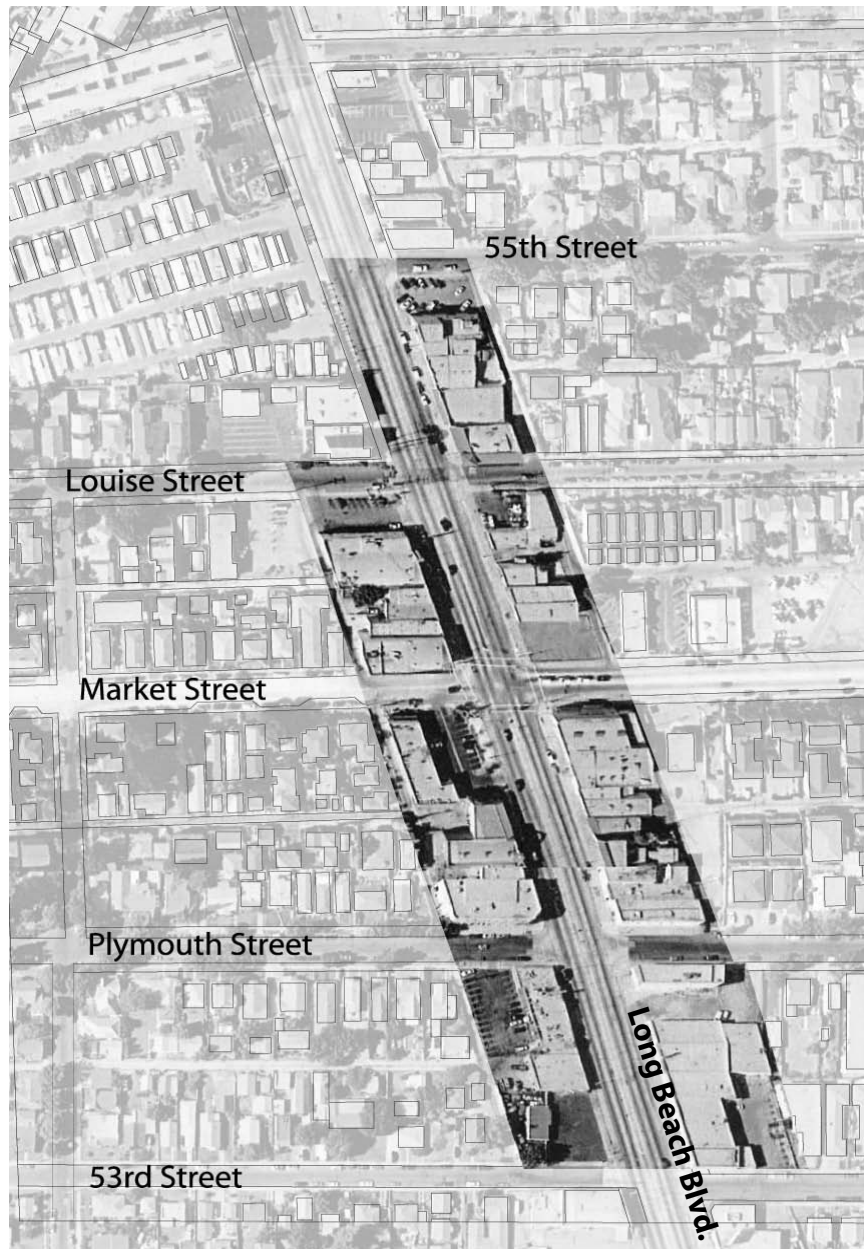


3

H I S T O R I C N O D E

3.1 URBAN DESIGN ANALYSIS/ SITE OBSERVATIONS



the site area

The Historic Node is a seven block area that stretches along Long Beach Boulevard between 53rd and 55th Streets. The Node is located on either side of Long Beach Boulevard with the Market Street intersection at the heart of the district. The area, in general, is comprised of single storied buildings with a few larger two storied historic structures.



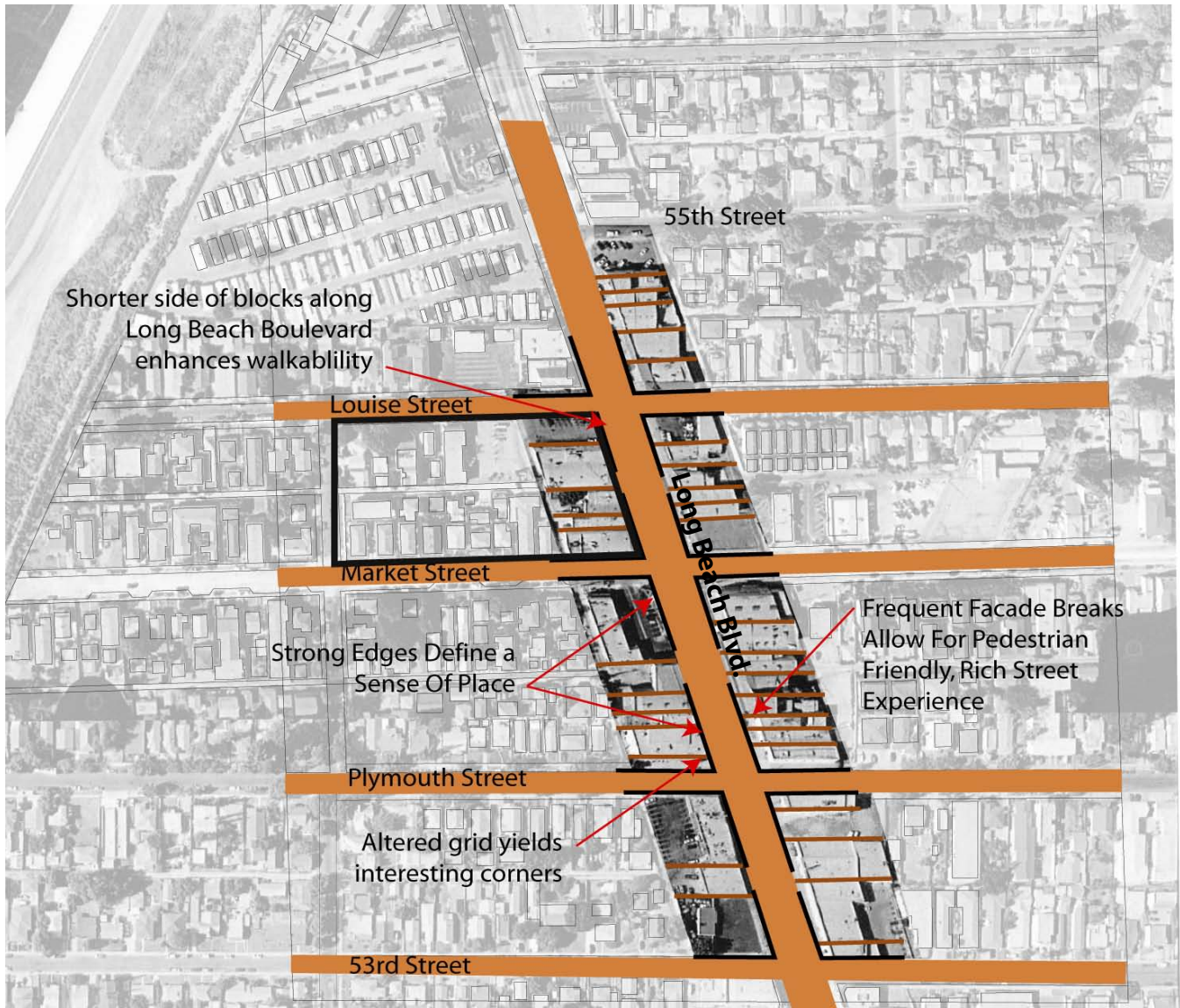
plan with building footprints

The building footprint diagram shows buildings perpendicular to the street with their shorter facades facing Long Beach Boulevard, while the surrounding building fabric of largely single-family homes responds to the grid of cross streets. The buildings along Long Beach Boulevard are larger than the surrounding neighborhoods and provide a density along the edge. There is a stronger structure of historic buildings that have a greater mass and size.



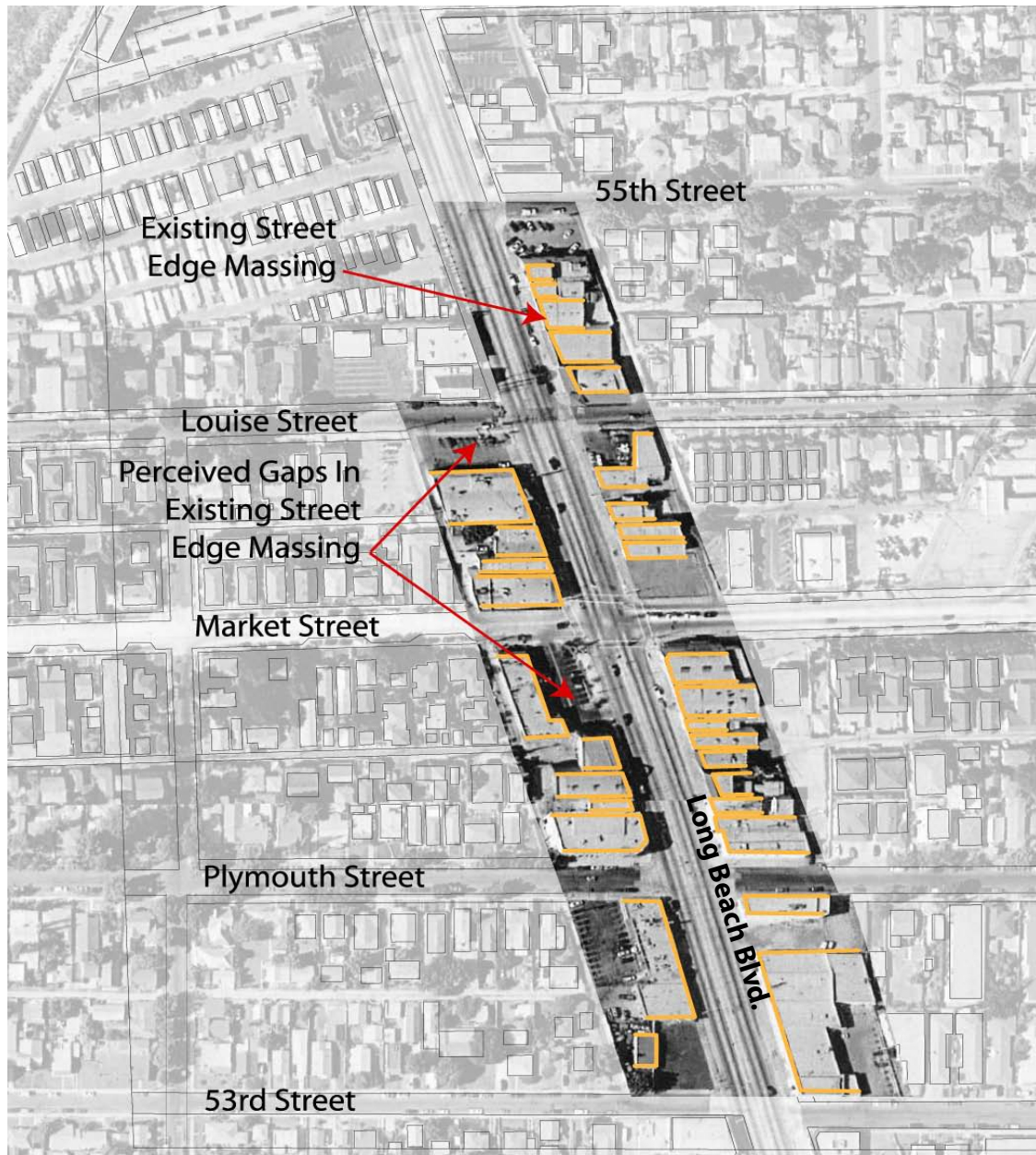
land uses

The Historic Node has a number of fringe retail uses, mixed in with convenience stores and some restaurants. A large number of the shops support the needs of the nearby residents. Community uses include a number of storefront churches.



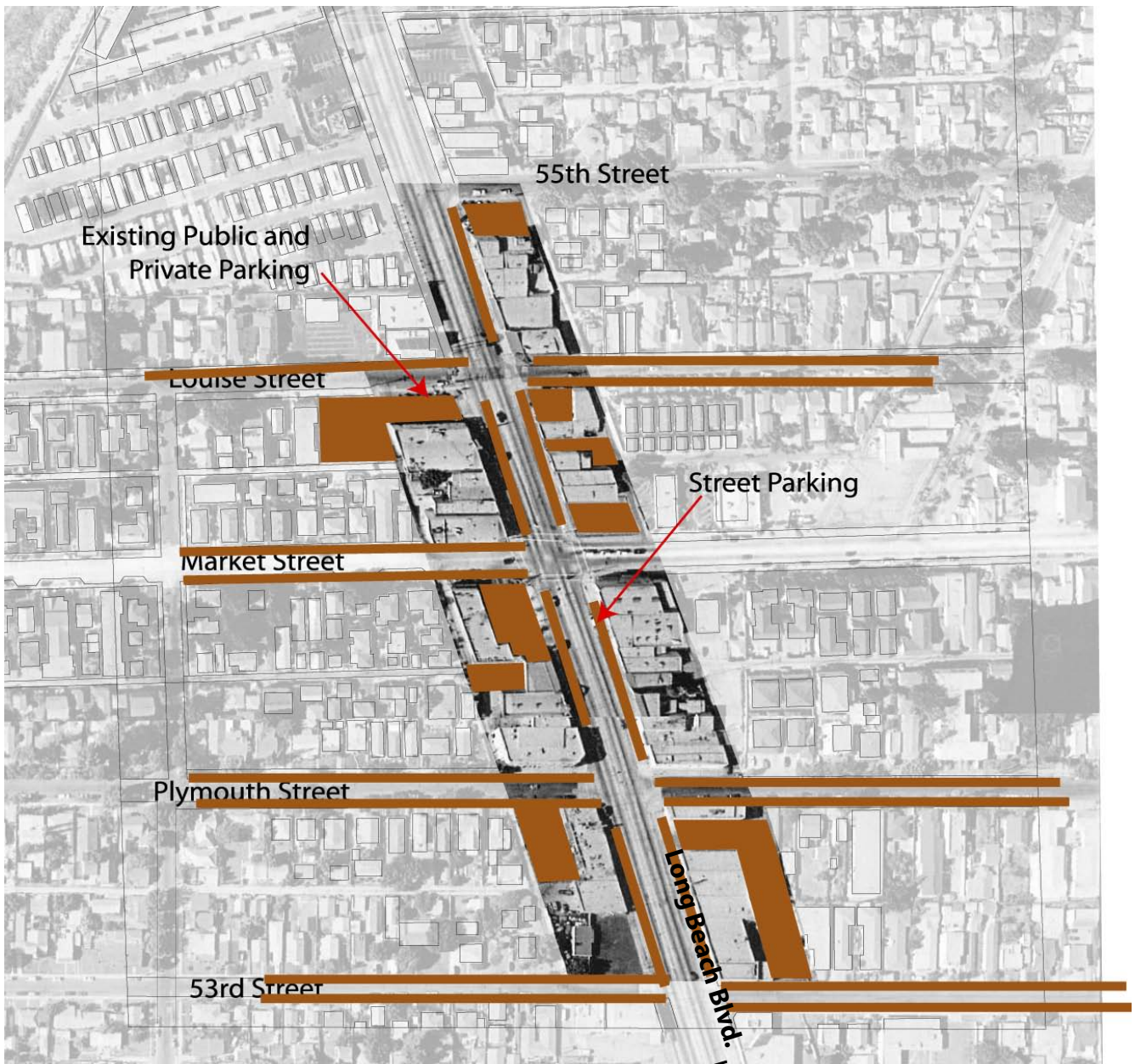
streets, scale & walkability

The street pattern in the Historic Node is non-rectilinear because of the angular orientation of Long Beach Boulevard. Having the shorter side of the blocks face Long Beach Boulevard enhances walkability along the Node, as the time it takes to traverse every block is reduced. The frequent facade breaks within each of the short blocks yields a smaller scale of buildings along the street. A variety of facades helps sustain visual interest, which creates a more pleasant walking experience.



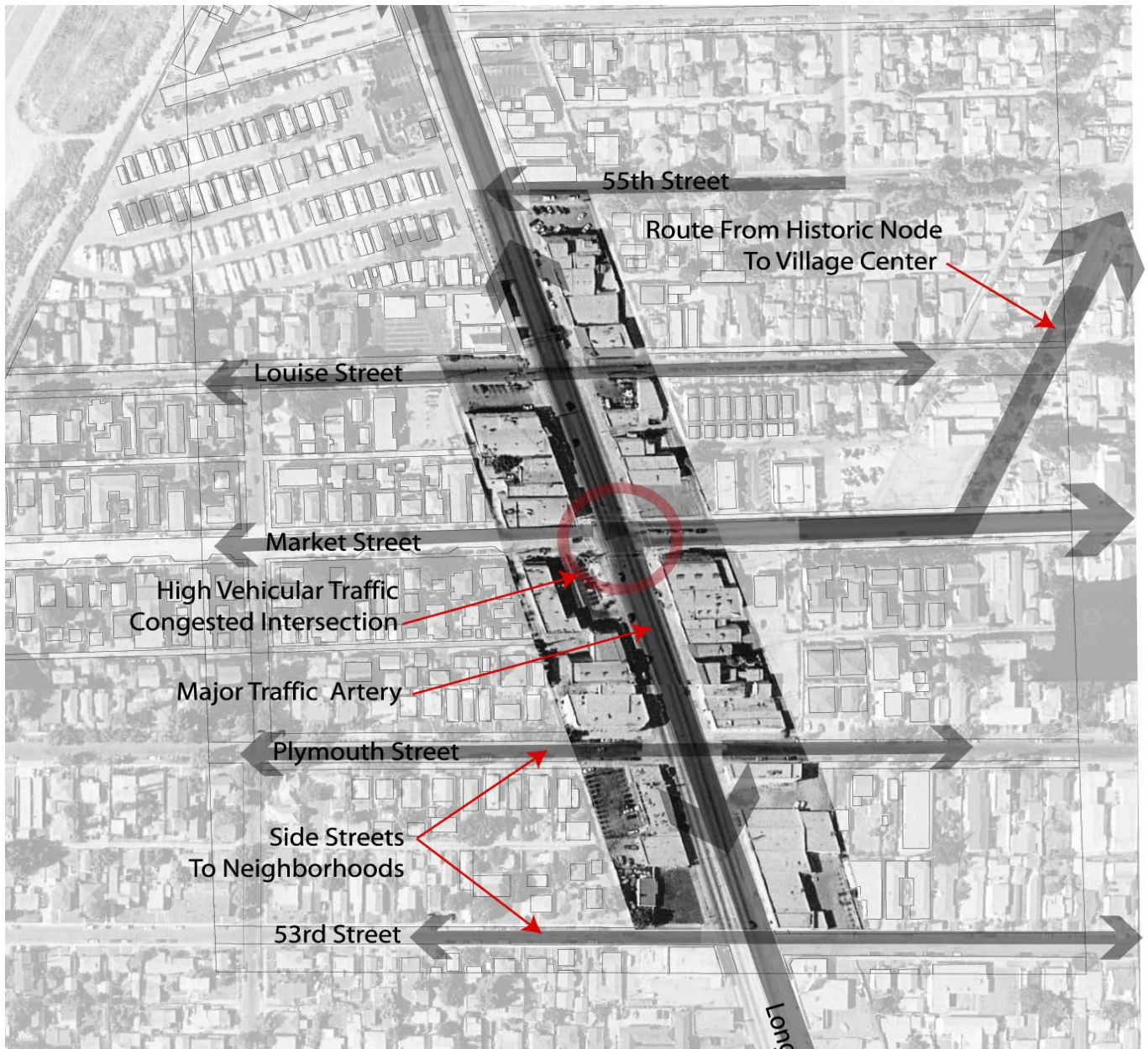
street edge condition

The street edge along Long Beach Boulevard that is part of the Historic Node is continuous in parts only. Gaps in street edge massing are a result of undeveloped or underutilized sites, or setbacks that are a result of incongruous development. A number of these gaps are parking opportunities for the Node, while others may be potential redevelopment sites.



parking

At present, there is a provision for street parking along Long Beach Boulevard. Some businesses have setbacks along Long Beach Boulevard within which they have accommodated parking, while others have parking tucked behind. Consolidated parking lots within blocks are scattered and currently inadequate.



vehicular circulation

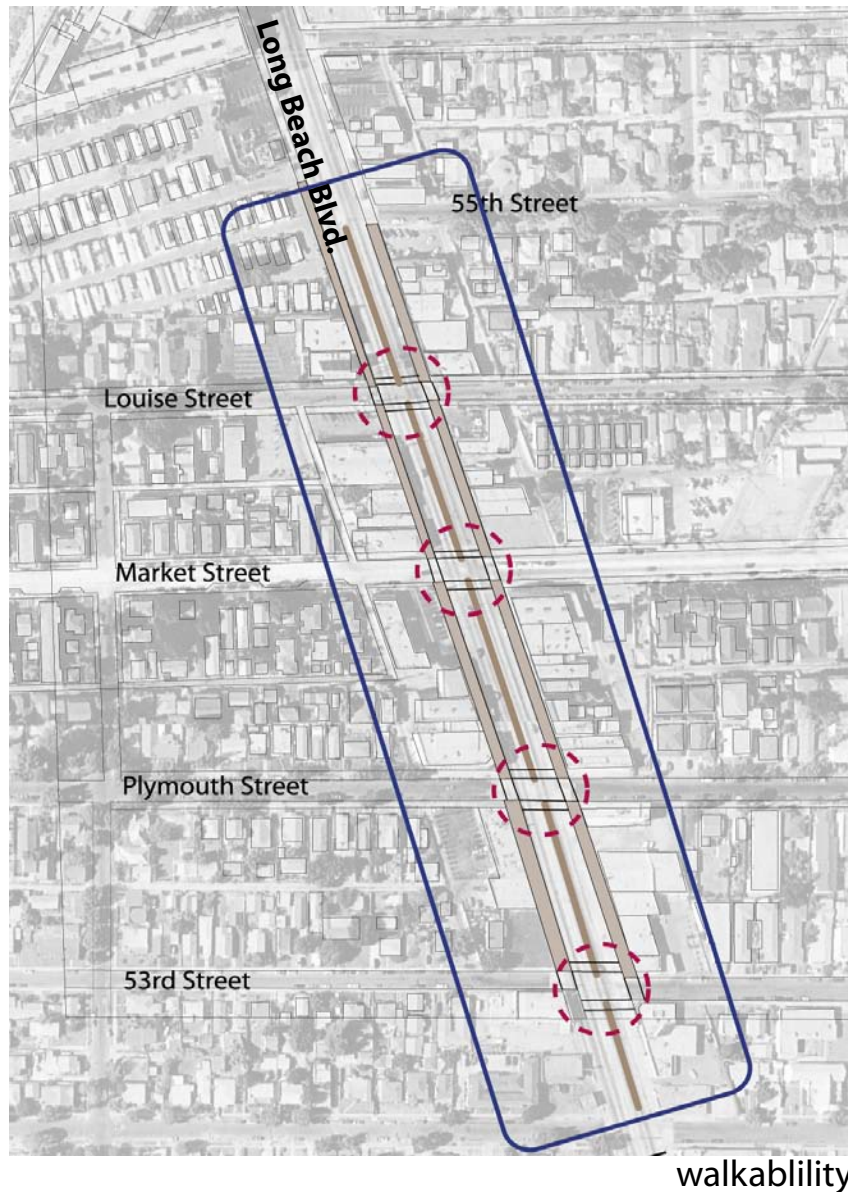
Long Beach Boulevard is a four-lane road that is a major north south corridor. It has a high volume of vehicular traffic. The intersection of Market Street and Long Beach Boulevard is a major point of confluence and is often congested. Streets perpendicular to Long Beach Boulevard are neighborhood streets that connect the surrounding areas to the Historic Node. Parallel to Long Beach Boulevard is a system of alleys that can potentially function as service lanes and/or pedestrian connections to the Node.



historical significance

Some of the buildings within the Historic Node have historic significance, both because of their uses when they were first constructed and because of distinctive original architectural features.

3.2 IMPLEMENTATION STRATEGIES



walkability

The urban design implementation strategy was developed out of the input received from members of the Redevelopment Agency Board, North PAC, Agency staff and others who attended the Village Center and Historic Node Implementation Plan meetings. Input and comments from the public and PAC have helped form the strategy.

The overall goal for the Historic Node is to create a place that serves the local commercial and communal needs of the surrounding residents. The aim is to create a neighborhood feel and atmosphere, by embracing the architecture of the past, by actively preserving and restoring some of the historic structures, and by adding streetscape improvements that would enhance the pedestrian experience of the place.

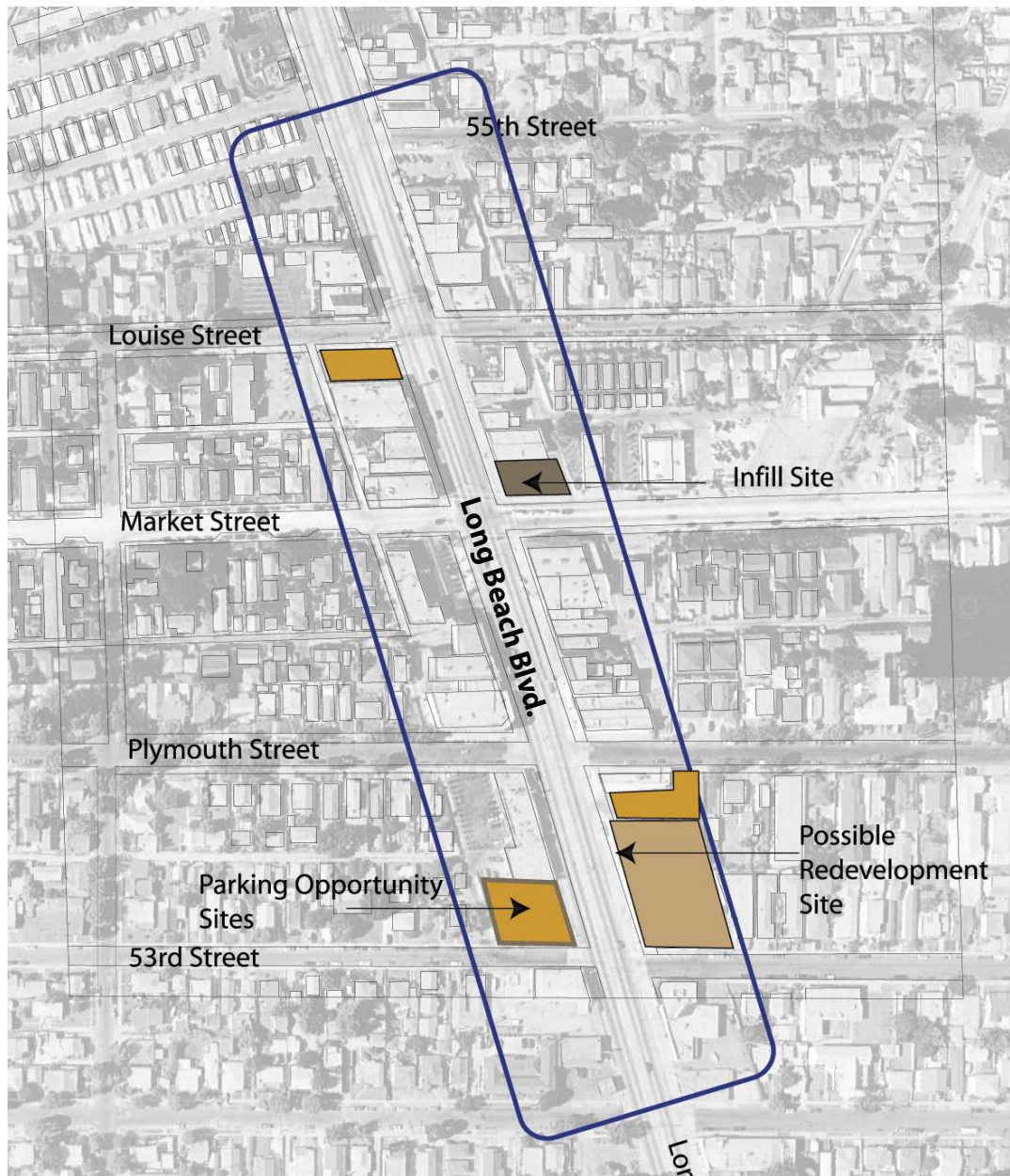
Walkability

A pedestrian-friendly place can be achieved by improving the wide sidewalks and by making safe crosswalks for easy pedestrian access across the streets. The strategy is to develop pedestrian crossings on all sides of each intersection along Long Beach Boulevard.



Create a streetscape improvement program. A new landscaped median may be added to some portions of Long Beach Boulevard near the edges of the district. The median, where provided, should be planted with trees and should be an area of refuge for people crossing Long Beach Boulevard. The street edge along Long Beach Boulevard needs considerable landscape enhancement. The provision of street trees, paving patterns, plaques that describe the historic nature of the Node, and bulb-outs - especially along the western edge of Long Beach Boulevard - should form the major thrust of the streetscape improvement program.

Unfortunately, while the area currently boasts 15-foot wide sidewalks, only the first five feet closest to the curb has been dedicated as public right-of-way. The remaining ten feet leading up to the face of the existing buildings is private property. Under existing zoning requirements, property owners have been prohibited from building in this special setback. Because the sidewalk in this setback area is on private property, the area cannot be counted towards meeting clearance requirements under the Americans with Disabilities Act. The planting of street trees or the addition of other streetscape amenities will not be feasible unless the property owners agree to dedicate a portion of the private property setback as public right-of-way. Another alternative would be to ask the property owners to grant a right-of-way easement. These alternatives will need to be explored.



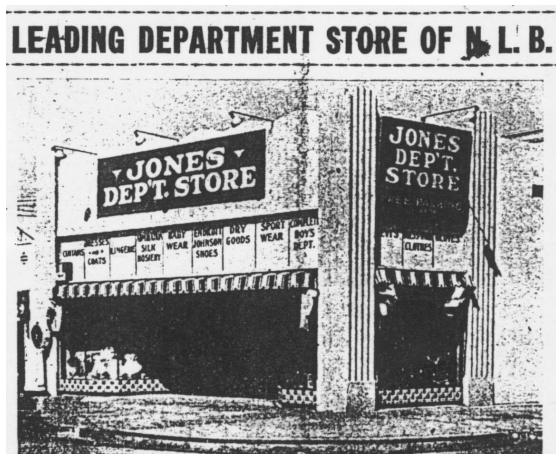
infill/redevelopment

Infill development and redevelopment can help create continuity in the building fabric and add vitality to the place. The preservation of historic buildings of architectural significance is of paramount importance. Existing buildings, including buildings with historical significance, should be studied for inclusion in infill projects.



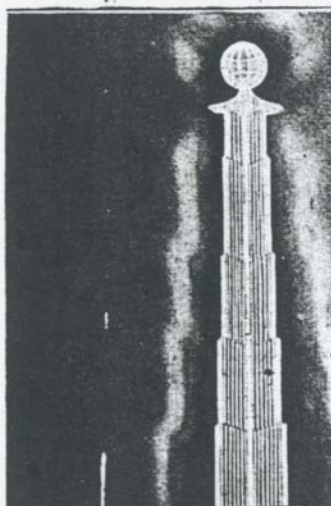
street edge facade variation

The street edge should be seen as constantly varying. A façade improvement program should be implemented. New development should take into account the variety of façade expression.



historic significance

New Theatre Under Construction



The lumber has been hauled and the pouring of concrete started for the foundations of the new theatre on Atlantic Avenue, north of South Street in North Long Beach which when completed in about four months will represent an investment in building, furnishings, site and parking lots of approximately \$100,000.

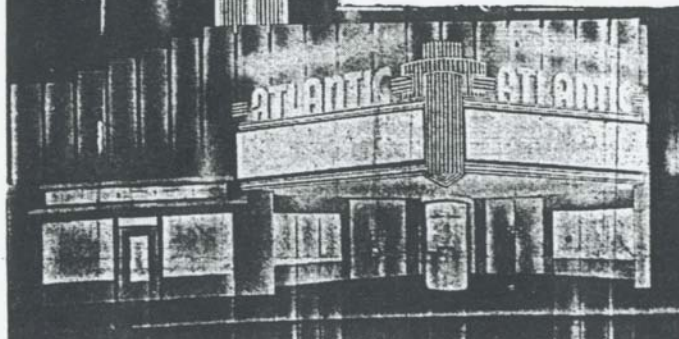
The owners, Ivan C. and Eula H. Hansen have decided to name the theatre "Atlantic." They have operated theatres in Southern California twenty-one years and have for twelve years been operating the Cairo Theatre on Main Street in Los Angeles.

The artistic modern lobby entrance in the front will contain 88 feet of store space. The theatre proper in the rear will seat 1000 persons.

The building will be of reinforced concrete and brick with a 75 foot tower. Black light will furnish the illumination of the theatre proper. This light itself is invisible, but it causes the walls to glow which have been treated with certain mineral elements. Fluorescent and Neon lighting will be used in the foyer.

Carl Henry Boller is the architect and he has had considerable experience in designing theatres. Vern D. Hedden is the engineer.

J. A. Seyferth who is associated with the Business Income Service at 2241 Pacific Avenue, is assisting Mr. Hansen in studying theatres in preparation for the building program.



historical recognition

There are six buildings on Long Beach Boulevard in the Historic Node that are considered by the North PAC and Agency staff to have historic significance:

1. 5342-44 Pharmacy
2. 5350-52 Jones Department Store
3. 5351-55 Masonic Building
4. 5380-90 Theater
5. 5401 Bank of America
6. 5421-25 Grocery Store

(See Volume 2 (References & Exhibits) for more detailed information and photographs.)

Buildings with historical significance within the Historic Node should have recognition by means of a plaque or similar visible identification.



facade improvements

There are a number of buildings that could be significantly improved with renovation of facades. New programs should be implemented and existing programs expanded to improve facades of the area's buildings.

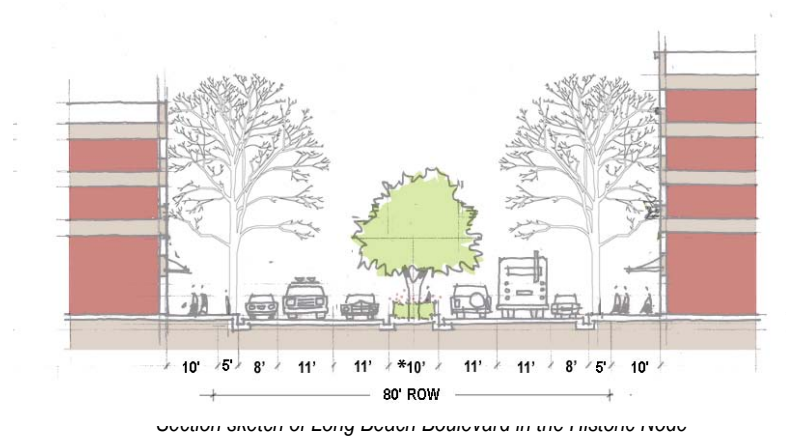


composite strategies

The composite diagram of urban design strategies calls for:

- comprehensive landscaping program
- design of pedestrian friendly intersections
- façade improvement program
- parking plan
- infill development.

3.3 IMPLEMENTATION PLAN



** Medians with planting will occur where possible on Long Beach Boulevard*

Three Year Action Plan:

Actions to be taken in the short-term for implementation of the Historic Node plan follow the composite strategies and include three primary program categories: A. Walkability and Streetscape, B. Development, and C. Other Supporting Programs.

A. Walkability and Streetscape Program:

Short-term actions include:

- Study feasibility of converting narrow streets to one-way street system.
- Acquire necessary right-of-way to accommodate streetscape improvements.
- Develop Long Beach Boulevard Streetscape Improvements between 53rd Street and 55th Street and provide new landscaped medians on Long Beach Boulevard where feasible.

This will require the following action steps:

1. Hire a traffic engineering consultant to study feasibility of converting all east-west streets, 30 feet wide or less, north of Del Amo between Atlantic Avenue and Long Beach Boulevard, into a one-way street system.
2. Send out petitions to residents along one-way candidate streets to determine support.
3. Obtain City Council approval to amend Master Plan of Streets and Highways.
4. Install new one-way street signage.
5. Work with existing property owners to acquire any right-of-way needed to implement streetscape improvements.
6. Hire an engineering firm to design street work as well as the new sidewalks and medians, including street furniture and street trees in the sidewalks at the curbs and in the medians.
7. Design upgraded pedestrian crosswalks at all crossings of the two major intersections (Market Street and 53rd Street) on Long Beach Boulevard.
8. Secure approval of the streetscape design plan.
9. Develop specifications and construction drawings and advertise for construction bids.
10. Award bids for work, issue contract for construction and build the streetscape.



Former
Masonic
Temple -
5351-53
Long Beach
Boulevard

B. Development Program:

Short-term actions include:

- Implement and market a targeted façade program, including historical renovation and design guidelines.
- Acquire sites for additional public parking.
- Complete public parking improvements.

This will require the following action steps:

1. Implement and market a façade improvement program with design guidelines.
2. Identify and acquire site(s) for additional public parking
3. Relocate existing businesses or tenants as necessary.
4. Demolish unneeded buildings and clear site.
5. Develop specifications and construction drawings and advertise for construction bids.
6. Award bid for work, issue contract for construction and build the public parking.

C. Other Supporting Programs:

Short-term actions include:

- Develop litter abatement program.
- Develop plaque program to recognize historic use / historical architecture.
- Create business recruitment program.
- Develop marketing program.

This will require the following action steps:

1. Work with local businesses and community groups to develop and implement a litter abatement program.
2. Work with local businesses and community groups to develop and implement a plaque program that recognizes historic use / historical architecture.
3. Develop inventory of existing businesses and available properties, and distribute with demographic data to local real estate brokers. Update quarterly.
4. Identify existing successful businesses along corridors slated for conversion to residential and offer them incentives to relocate to the Historic Node.
5. Work with a real estate broker to develop and implement a program to market and attract new retail shops and restaurants to the area.
6. Develop logos for use in marketing materials.
7. Develop banner program and install banners.
8. Develop a newsletter to keep area businesses informed.

3.4 IMPLEMENTATION SCHEDULE

Activity	Lead Staff	Start Year	Completion Year	Budget
<u>Walkability & Streetscape Program</u>				
Study Feasibility of Converting Narrow Streets into One-way Streets	City Traffic Engineer	2004	2004	\$25,000
Acquire Necessary Public Right of Way for Streetscape Improvements	Development Project Manager	2005	2006	N/A
Develop Long Beach Boulevard Streetscape Improvements between 53rd Street and 55th Street	Redevelopment Project Officer	2005	2006	\$1,500,000
<u>Development Program</u>				
Implement and Market a Targeted Façade Program, including Historical Renovation	Development Project Manager	2005	2006	\$500,000
Acquire sites for additional Public Parking	Redevelopment Project Officer	2005	2005	\$500,000
Complete Public Parking Improvements	Redevelopment Project Officer	2005	2006	\$100,000
<u>Other Supporting Programs</u>				
Develop Anti-Litter Campaign	Development Project Manager	2004	On-going	N/A
Develop and Implement Marketing Program	Development Project Manager	2004	On-going	\$25,000
Create Business Recruitment and Retention Program	Development Project Manager	2004	On-going	\$25,000
Develop Historic Use / Historical Architecture Plaque Program	Development Project Manager	2004	2005	\$5,000

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